

# CRACKED

A NORMAN WHITE MAGAZINE

25¢

★ THE MAGAZINE ★

# WANTED!

**IN ALL 50 STATES**

OFFERS \$1000 REWARD FOR THE CAPTURE OF



**SYLVESTER P. SMYTHE**  
alias

☞ **THE JANITOR** ☞

## FOR MURDER OF GOOD TASTE

Should you have any information regarding the whereabouts of above named individual, please notify your nearest Cracked newsdealer at once.

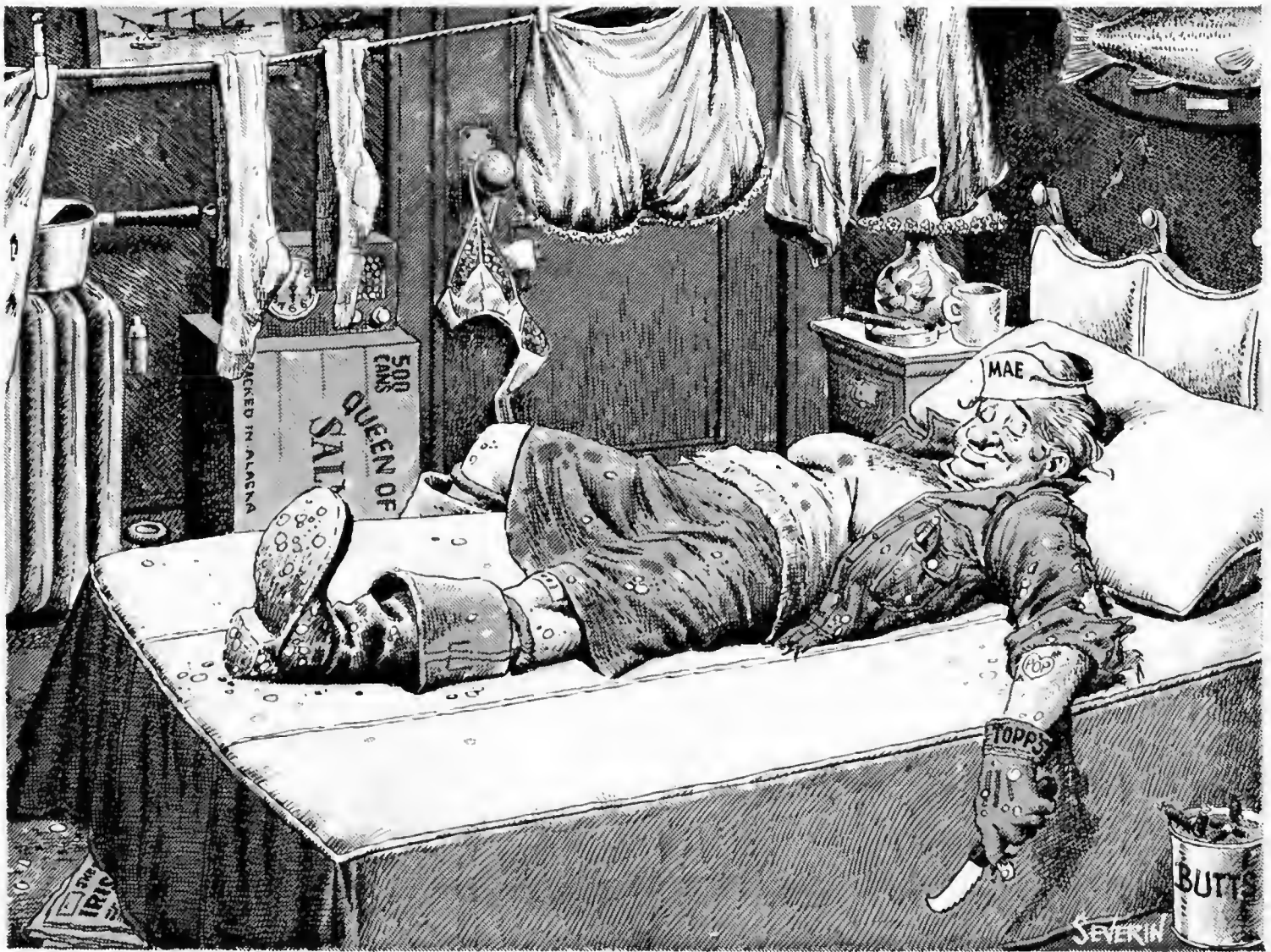
BOB SPROUL, Justice of the Peace    PAUL LAIKEN, Sheriff

YOU TOO CAN BE "WANTED" (SEE BACK COVER)

TAT

NORWOOD  
A.C.





## The Temptation of Beautyrester

*Another story about another kind of comfort that's kind to your whole body*

After an evening out on the town there's nothing better than to plop right down on your bed and go to sleep. With a Beautyrester Mattress you are assured of this restful comfort. This is because it's the only mattress with *connected body-supporting springs*, so that you can plop right down without breaking up the whole thing!

Double-bed comfort in a single-bed! Because all springs are connected, there is no chance of falling down between them—as many thin people do. *And the price is right too!* Yes—the price is right FOR US—only \$99.50. Even though this is twice what you pay for an ordinary mattress—it'll last you HALF as long! Don't quibble. Insist on Beautyrester!

ORDINARY MATTRESS — SEPARATE SPRINGS  
CAUSE YOU TO FALL RIGHT THROUGH



BEAUTYRESTER-CONNECTED SPRINGS WON'T  
SAG—GIVES YOU CEMENT-LIKE SUPPORT



**BEAUTYRESTER  
by SUMMONS**

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**PAUL LAIKIN.....EDITOR**

**ROBERT C. SPROUL.....PUBLISHER**

**HARRY CHESTER.....PRODUCTION**

cover by John Severin

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**FEBRUARY, 1961**

**YOU'LL BURST WITH  
ENERGY WHEN YOU  
WEAR THE NEW  
CRACKED T-SHIRT**



**... YOU'LL HAVE TO  
IN ORDER TO  
DEFEND YOURSELF!!!**

Yes—you won't stand still when you put on the new Cracked T-Shirt. This is because it's always harder to hit a moving target! Fill in the coupon and order yours today. Mark down your size and send \$1.25.

**BOYS AND GIRLS**

Chest Meas.	Size	Chest Meas.	Size	Chest Meas.	Size
24" - 27"	B.S.	27" - 31"	B.M.	31" - 34"	B.L.

**MEN AND WOMEN**

Chest Meas.	Size	Chest Meas.	Size	Chest Meas.	Size
34" - 37"	M.S.	37" - 41"	M.M.	41" - 44"	M.L.

**CRACKED T-SHIRTS**  
218 West 48th St. New York 36, N. Y.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

SIZE \_\_\_\_\_ NO. OF SHIRTS \_\_\_\_\_

AMT. ENCLOSED AT \$1.25 EACH \_\_\_\_\_

# LETTERS

I must admit the first time I read your magazine you didn't impress me very much. I went back to others. Then today I bought it again. Each issue has improved greatly. I think you've got a big hit there.

BARRY RENEBAUM  
BALTIMORE, MD.

We think you've got a big letter there.

Some people think your magazine stinks but I'm "different." I enjoy it very much. As long as I have two bits in my pocket I'll buy Cracked.

BRUCE LUNDE  
ADAMS, MINN.

And as long as we have two lines on this page we'll print letters like yours.

Boy! You sure picked the right name for your book. I believe you are Cracked. You have too many immodest pictures in it. . . .

JOHN LA CONTE  
STEVE PARRELLO  
BLOOMFIELD, N. J.

We also have too many immodest letters in it.

In my opinion this magazine is "it." I get a kick out of the pokes and the stories you sometimes write and draw in this nutty magazine you put out . . . I'm looking forward to the next issue. So guess I'll start saying my money for the next copy.

KENNETH DAVIS  
RIVERSIDE, CAL.

Since I am not Little Jack Horner, I have never sat in a corner and ate a pumpkin pie. But I'd be clodish if

I stuck in a plum and pulled out my thumb out of a pumpkin pie. Who was your home economics teacher?

JOE BRIEKER  
ESSEX, MD.

We'll tell you if you tell us who your psychiatrist was.

Enjoy your entire magazine, especially your Shut-Ups.

ERICA SOTTER  
NEW YORK CITY.

Don't shut up.

Enclosed is a picture of me in a Cracked T-Shirt standing next to a Coke bottle. What do you think of it?

MYRON ANTONOFF  
BROOKLYN, N. Y.

It's O.K. but we here like Pepsi better.



Thousands of readers all over America took the **CRACKED Intelligence Test** in our recent August issue. The answers were sent to all those who completed the test and mailed it in. If you did not receive your answers, this means you did not complete the entire test—or that you forgot to put down your name—or that you are a real clod and failed miserably! But don't be discouraged. Keep studying so you can be prepared for the next big **CRACKED test** coming soon . . .



I think that Paul Laikin is a square. And I also think your magazine is "Cracked." But I like it. In the August issue there is a movie section. When is that stupid story called "The Janitor Story" coming out?

**TEDDY HOUSER**

**HADDON HGTS., N. J.**

As soon as that stupid guy called the Producer comes out.

I think your magazine is real neat

and I just love it. But people say I'm cracking up. I guess you know why.

**MAXINE CHATTERTON  
POCATELLO, IDAHO**

Because you have to live in Pocatello?

This new artist of yours, Jerry

Kirschen, has a marvelous technique.

**BEATRICE VOLEZ**

**BENDIX CORP.**

What technique? His hand shakes!

## OF THE HUNDREDS OF DO-IT-YOURSELF CAPTIONS RECEIVED FROM CRACKED READERS ALL OVER THE COUNTRY, THE FOLLOWING PEOPLE WERE JUDGED TO HAVE SENT IN THE BEST WORK:

**STEVE WHITE  
CHICAGO, ILL.**

**PHILIP PELCHAT  
WHITE PLAINS, N. Y.**

**RICHARD WALKER  
GLENDALE, CALIF.**

**CAROL SAPIENZA  
TALLAHASSEE, FLA.**

**DENNIS BERTRAM  
KEMMERER, WYO.**

**RANDY MARRS  
CLEARWATER, FLA.**

**A/2c JOEL TLUMAK  
APO, N. Y.**

**G. L. GRISSOM  
MAXWELL AFB, ALA.**

**PVT. WALTER KIELMAN  
APO, N. Y.**

**GAYLORD GURWALOSON  
NEWPORT, WASH.**

**BARBARA THOMPSON  
CHICAGO, ILL.**

**BILL GILLAM  
HUTCHINSON, KANS.**

**DIANE DI PIETRO  
HOBOKEN, N. J.**

**E. P. MUGELDE  
ST. LOUIS, MO.**

**TERRY  
REDWOOD CITY, CAL.**

**BARBARA BEDNARZ  
PATERSON, N. J.**

**L. BALOWIN  
SYDNEY, AUSTRALIA**

**MARK GREENFIELD  
HOLLYWOOD, CALIF.**

**R. L. GRUTTER  
GRAND RAPIDS, MICH.**

**JESSIE MORAIND  
PATERSON, N. J.**

**MAC WISE  
BROOKLYN, N. Y.**

**JAMES R. SMITH  
SAVANNAH, GA.**

**KIET CAPAZ  
TAMPA, FLA.**

**MYRON VEROUNG  
BARRINGTON, ILL.**

**BOB MCCOY  
WASHINGTON, OHIO**

**DWEN MacBRIOE  
MT. PROSPECT, ILL.**

**JERRY POOA  
EUCLIO, OHIO**

**HAROLD PUROUE  
FREDERICK, OKLA.**

**LORRAINE MANTA  
MT. VERNON, N. Y.**

**LARRY THOMPSON  
LEMON GROVE, CAL.**

**PVT. CARTER  
CAMP LEJEUNE, N. C.**

**MRS. ED PITMAN  
NEWFIELD, N. J.**

**JIM COOK  
MELBOURNE, FLA.**

**S SGT. O. L. DEHLSER  
APO 929, S. F., CAL.**

**ALLAN OICKER  
HOLLYWOOD, FLA.**

**HILARY BAZIL  
RIDGEFIELD, N. J.**

**JACQUELYN McKINNON  
RENO, NEV.**

**R. EDMONDS  
COLUMBUS, OHIO**

**LEE PERRINS  
E. LAS VEGAS, NEV.**

**TOMMY WEISS  
ELK RIVER, MINN.**

**KENNETH GIBBENS  
BRAZIL, INO.**

**H. PENNOCK  
NORWALK, CAL.**

**DAVID BROTTMAN  
BURLINGTON, IOWA**

**PAUL BUERKELT  
NORMAL, ILL.**

**DAVID LAMOTHE  
FORESTVILLE, CONN.**

**HERB FOX  
ROZEMAN, MONT.**

**HERSHEL GRAY  
POMONA, CALIF.**

**JIM REYNOLDS  
DOWNEY, CAL.**

**LARRY WALKER  
MANNING, DRE.**

**GAIL LEVIN  
BRDOKLYN, N. Y.**

## LOOK MA, NO TEETH!



**BUT I DO HAVE A**

**CRACKED SUBSCRIPTION!**

Yes, a Cracked subscription is just the same as having no teeth—since they both give you a hole in the head! So air out your skull! Ventilate your cranium!! Mainly blow your top!!! Subscribe to Cracked today.

### CRACKED Subscriptions

218 West 48th St. New York 36, N. Y.

Next nine issues \$2.00  
Outside of U.S. \$2.50

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## THE NEW CRACKED READER IS GETTING SMASH NOTICES!

EVERYBODY WHO NOTICES IT  
WANTS TO SMASH IT!!!!

Order your copy today before they all get smashed to bits. Send 35¢ plus 5¢ for handling charges and we'll rush it to you.

### CRACKED

218 West 48th St. New York 36, N. Y.

I enclose 40c. Please rush  
pocket-size CRACKED READER

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## JANUARY



*This is the month when the scene is all white,  
Icicles glisten and gleam in the night,  
The snow on the ground is all neatly stacked—  
Just like the trash in the pages of CRACKED!*

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## FEBRUARY



*This is the month of the famous old Presidents  
Who were America's top-ranking residents,  
They kept the country from being attacked—  
By enemy agents, and books like this CRACKED!*

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				



## MARCH

**ENGLAND...  
GET OUT OF IRELAND!**

*This is the month when the winds make you shiver,  
It blows thru the trees with a terrible quiver,  
But some good it does, as a matter of fact—  
It blows away all of the odor of CRACKED!*

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## APRIL



*This is the month when the circus hits town,  
And also the month when the showers come down,  
The kind of a month when like everything's whacked—  
Just like the pages that you find in CRACKED!*

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24	25	26	27	28	29

**EXTRA SPECIAL BONUS**

At last! Here it is! The official **CRACKED** Calendar for 1961! And it's so easy to cut out! All you have to do is follow the directions at the bottom of the page. Be the first in your neighborhood to flash this new, honest-to-goodness . . .

# **CRACKED CUT-OUT CALENDAR FOR 1961**

## **DIRECTIONS**

Go out and get scissors. Come back and start snipping. Cut out the 4 months at the left and then turn the page. Cut out the remaining 8 months and put the whole megillah into consecutive order. Presto! You have the full and authentic **CRACKED** Calendar for 1961! **BUT CAUTION!** Don't put away the scissors. Keep it with you at all times. When you show the calendar to people, you'll need it to defend yourself!!!



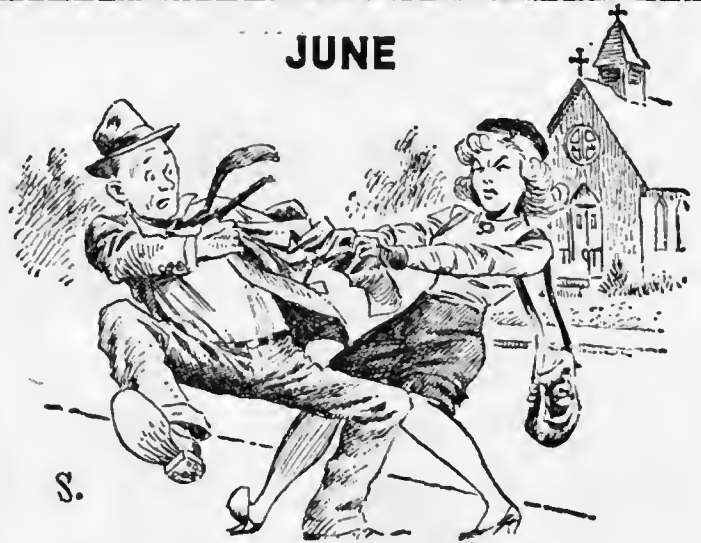
## MAY



*This is the month when it's Spring on the scene,  
Love fills the air and the grass is all green,  
Green as a pool table with the balls racked—  
Green as your face gets when you're reading CRACKED!*

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## JUNE



*This is the month of excitement galore  
With weddings and parties and picnics and more,  
Everything's rosy and nothing is lacked—  
Only thing wrong in the picture is CRACKED!*

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## JULY



*This is the month that sends temperatures raising,  
The Fourth of July sets the fireworks blazing,  
Some get patriotic and try to enact—  
Laws that will rid out fair country from CRACKED!*

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## AUGUST



*This is the month for that well-earned vacation,  
And people they travel all over the nation,  
To far-away places with suitcases packed—  
They travel to get away mainly from CRACKED!*

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



## SEPTEMBER



*This is the month when to school we return,  
Return to our classrooms and ready to learn,  
Learn about culture so that we may act—  
Act to stop reading such low trash like CRACKED!*

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## OCTOBER



*This is the month when it starts to get chilly,  
And Halloween time makes the whole nation silly,  
Weird things that happen make people react—  
In horror and nausea as when they read CRACKED!*

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## NOVEMBER



*This is the month of the year that we give  
Thanks to the powers who let us all live,  
Thanks to all things that have kept us intact—  
Except to the clods who keep putting out CRACKED!*

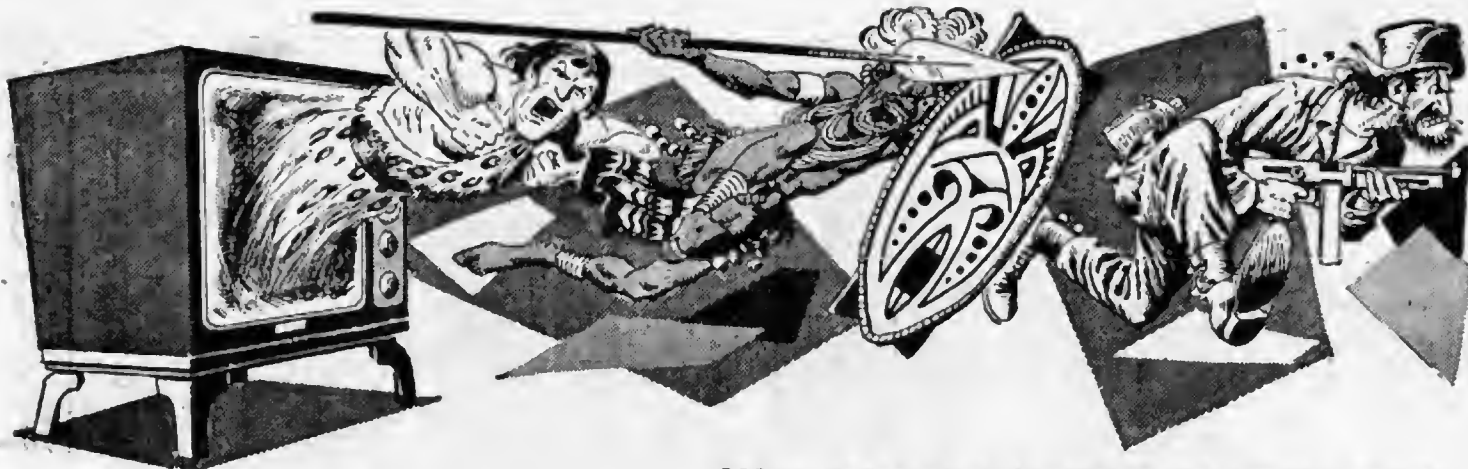
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## DECEMBER



*This is the month at the end of the year  
When everyone's tired from all that good cheer,  
When everyone's knocked out and nerves are all wracked—  
Not from the end of the year, but from CRACKED!*

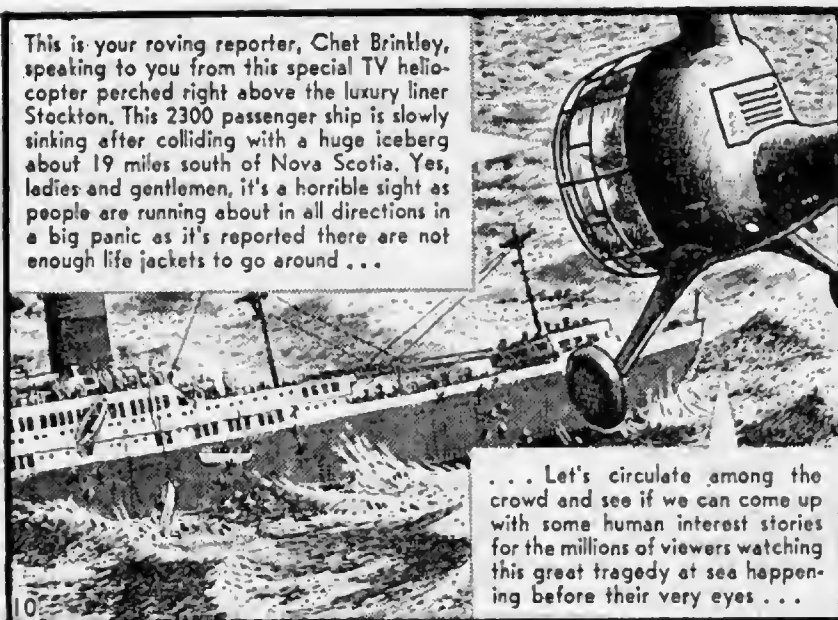
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30



With television facilities becoming more and more developed, it won't be long before they can go anywhere in the world and set up cameras for on-the-spot news coverage. Thru the power of television you will soon be able to turn on your sets

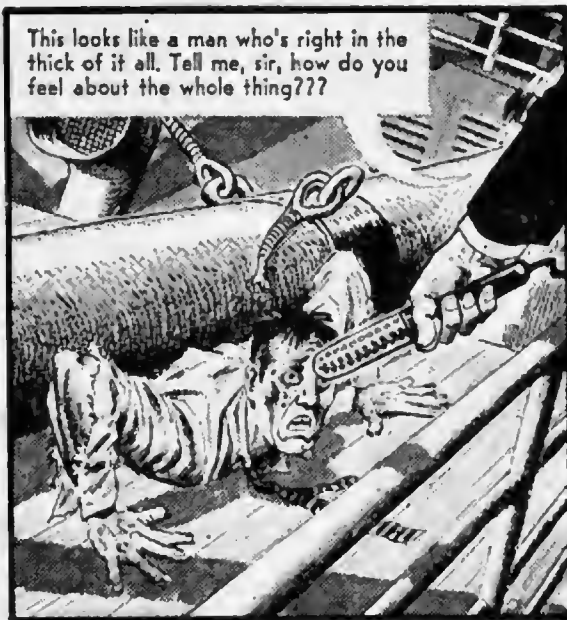
# FUTURE ON THE SPOT

This is your roving reporter, Chet Brinkley, speaking to you from this special TV helicopter perched right above the luxury liner Stockton. This 2300 passenger ship is slowly sinking after colliding with a huge iceberg about 19 miles south of Nova Scotia. Yes, ladies and gentlemen, it's a horrible sight as people are running about in all directions in a big panic as it's reported there are not enough life jackets to go around . . .



. . . Let's circulate among the crowd and see if we can come up with some human interest stories for the millions of viewers watching this great tragedy at sea happening before their very eyes . . .

This looks like a man who's right in the thick of it all. Tell me, sir, how do you feel about the whole thing???



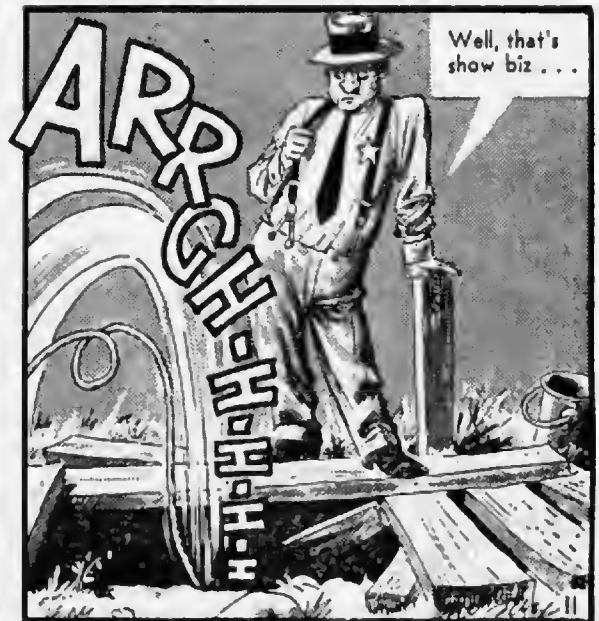


right in your own home and be brought directly into the center of things. And so **CRACKED**, always with one eye to the possibilities of new trends, can just imagine what it would be like with . . .

# REPORTING

As you all know, little Bobby Grovis fell into this old abandoned well late yesterday afternoon and is still down there after 18 harrowing hours. This is Vestbrook Wan Woorhies trying to get through to the spunky youngster but with no success as yet. I'll make another attempt now to get an on-the-spot interview with the 10 year-old victim . . .

Hello down there! Can you hear me? Are you still alive? Tug on the rope if you can hear me!!





We've been walking the last mile here tonight with Babyface Vincenzi, The Mad Dog gangster who shot and killed 13 innocent bystanders in a wild murderous frenzy in Chicago last August. This is Winston Birdog speaking to you right from the death room where, in just a few moments they will pull the switch . . .

. . . Now they are strapping him into the electric chair and soon it will be all over . . .



Would you smile for our cameras, Babyface . . .

Let's get a nice closeup here . . .



This is John Camera Crazee coming to you direct from Athens, Greece, where both plague and famine are periling the lives of these impoverished people. Millions are sprawled all over the streets dying of hunger and disease. This is not a reenactment. These are the real people . . .

. . . Here's a man who looks like he's going to go any minute. Tell me, sir, how do you feel about the whole affair???



We'll be back for the answer in just sixty seconds, but first—a word about Krafft Cheese . . .



This is your roving reporter, John Tellman, coming to you from Havana, Cuba, where the latest revolution has completely overthrown the present government. Everywhere you look there is shooting and killing . . .

. . . And now, thru the power of television you are brought right into the fracas. Let's see if we can get some first-hand views from the man-on-the-street . . .



COOPERE A LA REFORMA AGRARIA!

I knew I shoulda taken that announcer's job in Cincinnati . . .



Good evening. This is V. H. Kaltenboom speaking to you right from the heart of the latest Mau-Mau uprising in Tanganyika. Just a minute, please . . .

Get in touch with you later (cough) it's a little smoky in here . . .



Good evening, ladies and gentlemen and all the ships at sea, let's go to press. Flash! This is your old reporter? Walter Winchall bringing you this on-the-spot coverage of a daring two-million dollar bank holdup going on right at this very minute from the Second National Bank in Times Square . . .

. . . The stickupmen have already gotten away with the loot and are now making their getaway in thrilling gangland fashion. Let's see if we can get a word in from the leader before he gets to the getaway car . . .



Can't talk to you now, I'm a little tied up . . .

Let's all hear it for Big Al, ladies and gentlemen . . .



Good evening. This is John K. M. McCarefree. What kind of day has it been? It's been a day that 16 convicts broke out of their cell block at San Quentin. I'm standing right here in the courtyard ready to interview these hardened, desperate criminals.

. . . Now boys, try to relax for the millions of people watching you. The warden has the whole wall covered with machine guns. Things look pretty black. Will you tell our vast viewing audience how you feel about the way things are going . . .



Keep walking . . .

They'd never shoot a newspaper man . . .



Good afternoon, folks, this is Gabe Price-man speaking to you right smack in the middle of this tremendous earthquake in downtown Tokyo. As you can see, the ground is erupting for miles around at a fantastic pace. Thousands of lives have already been lost and many more are dying every second.

. . . We're waiting now for the huge crater known as Mt. Mishugas to go up in smoke—a blast that will completely demolish the entire territory. Here it comes now . . .



We're a little late, so goodnight folks . . .



This is Mike Wallop reporting here right in the middle of this huge demonstration by the people of New York City against TV newsmen who do on-the-spot coverage . . .



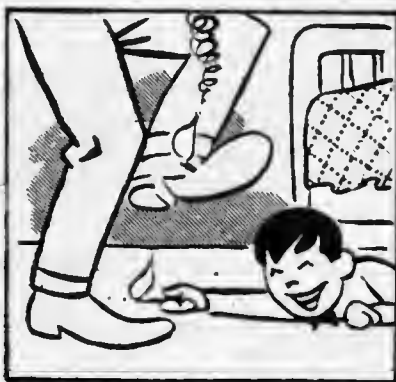
This is the last in a series of news broadcasts, so good-night, folks . . .





With Madison Avenue reaching out into new areas everyday, it stands to reason that soon no part of American life will be out of their influence. We figure however, that the men in the grey flannel suits could save a lot of time and solve all their problems with one big sweep, simply by aiming their sales

pitch at our children. This would expose the youngsters to Madison Avenue ways of thinking at an early age so that when they grow up they will be fully conditioned to conformity. And so since they already have adults in their power, what better way is there to insure the future than by . . .



Looking for something?  
A NEW GAME? A PAIR OF SKATES?  
A PLACE TO HIDE THE HAIRBRUSH?



14 READ YOUR TELEPHONE BOOK



"Look son, no cavities!"

Kids, if you want your mommy's smile to be nice and fresh, see to it that she uses CRUST—the toothpaste that stops cavities. And it works for you and the rest of the family too. Think of all that candy and gum drops that fall into the holes in your mouth and keep you from getting the full taste. CRUST toothpaste prevents cavities so that you can enjoy all these things that give you cavities in the first place! So insist on . . .



HELPS YOU CHEW  
THAT CANDY BETTER!

The kiddies prefer Popsi



Stop eating  
Drink Popsi  
refreshes  
AND  
fills



They go where the fun is—and Popsi is always there. It refreshes AND fills. This means you don't have to eat anything more. Do away with spinach, oatmeal and monny's nagging at mealtime. Reach for Popsi anywhere—at school, in the playground, or in your favorite nursery.

SAVE THE CAPS—MAKES BETTER GAME THAN MARBLES!



# REDESIGNING ADS TO APPEAL TO CHILDREN

Does he... or doesn't he?



Hair color so natural only his mommy knows for sure!



Yes, children—if you're red-headed and tired of being called "Red"—or have dark hair and hate to be called "Blackie"—then JUNIOR MISS CLEAROIL is just for you. It changes your hair to any color you like—and the kids at school won't even know the difference! Simply rub it in your scalp. Your whole face will soon change colors! Surprise your friends. Be the envy of your neighborhood. Take part of your allowance and buy a bottle of JUNIOR MISS CLEAROIL today!

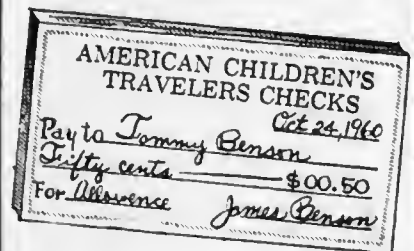
CAUTION: DO NOT GO OUT IF IT RAINS.

MORE YOUNGSTERS PREFER IT THAN ALL THE OTHER ADULTS COMBINED

"I never carry more than 50c in cash"



Says: Tommy Benson, age 12, Military prep student  
"... that's because daddy sends me travelers checks whenever I need money!"



Yes kids, get after your father to give you your allowance in Travelers Checks. They're better than cash because now you don't have to carry all that change in your pockets—giving you more room to put your marbles, rabbits' feet, skate keys, etc. Keep your pockets free for other things. The next time your allowance is due, insist on

AMERICAN CHILDREN'S TRAVELERS CHECKS 15

The Child Who Thinks For Himself Knows...

ONLY VICEMAN HAS  
A THINKING CHILD'S FLAVOR...  
A SMOKING CHILD'S TASTE!

This child thinks for himself. That's why he smokes cigarettes. If he listened to his parents he would never smoke at all. But parents haven't found out about VICEMAN—the cigarette that is so mild even a two-year old infant can smoke it!



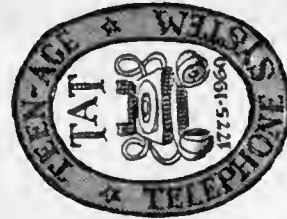
THE THINKING CHILD'S CIGARETTE



It's such fun to phone!



Yes, it's such fun to phone that many children turn it into a game and play all day. And you don't need any money. Daddy pays the bill at the end of every month. Make friends all over the world and call them. Only do it in the daytime when the rates are cheaper—and Daddy isn't home.



"My Beer is Reingold  
—the dry beer"



Says Mary Lou Grovis—  
Junior Miss Reingold 1961

DOLE COURTESY OF LILA SEY CREATIONS

Mary Lou Grovis is just one of the many children who have discovered that beer is much more refreshing than milk. It makes you feel good all over—like Daddy does when he comes home some nights. And only REINGOLD has that nice shiny foam and those cute tiny bubbles that tickle your throat. Talk Mommy into buying you a whole case of REINGOLD beer. It may take a lot of talking but don't settle for anything else.

HOMOGENIZED

★ ★ ★

EXTRA DRY

★ ★ ★

FOR CHILDREN

TASTES BETTER THAN MILK! TRY IT WITH CHOCOLATE SYRUP

**"I got my job through  
The Daily Times"**



**...READ YOUR CLASSIFIED WANT ADS  
FOR THAT NICE AFTER-SCHOOL JOB!**

*Promise anything  
mommy  
-but give her  
Arpage*

Yes—promise Mommy you'll be a good boy. Promise you'll eat your supper. Promise you'll finish your homework. Promise her anything—then give her Arpage. She won't spank you even when she finds out you didn't keep any of these promises.

**GIVE MOMMY**

**ARPAGE**  
by LINVAN

*The Best Youth Has To Offer*  
NOW YOU CAN GO BACK ON YOUR PROMISES



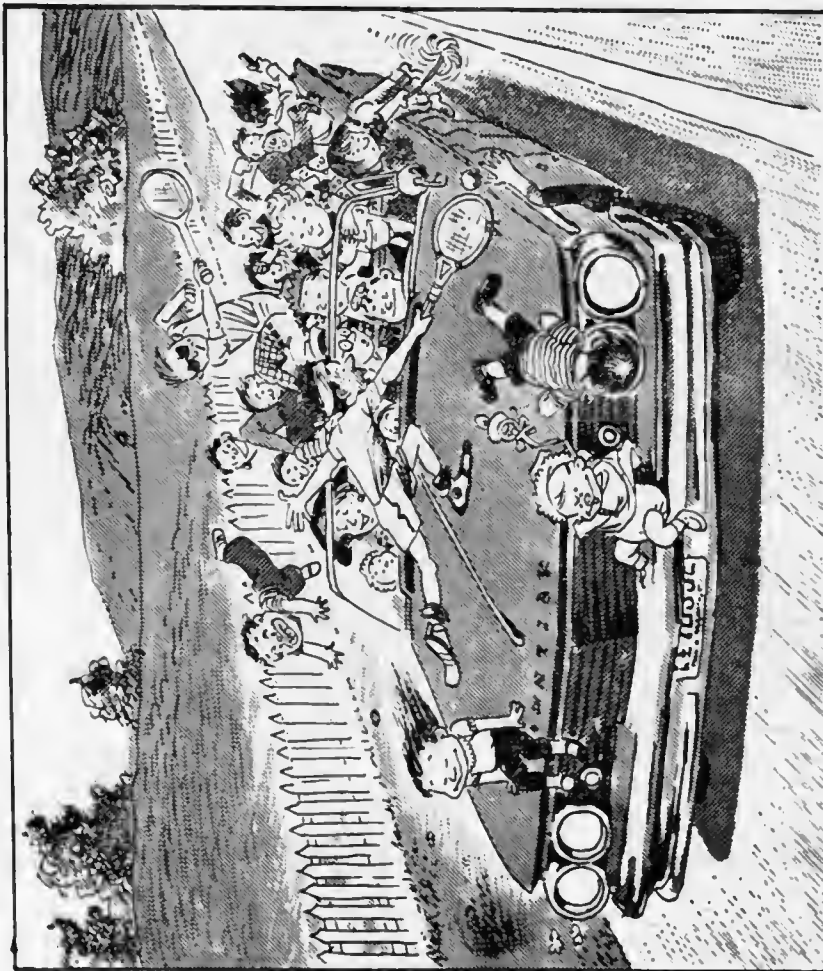
# The Son of the Bourbon Family



See the nice boy. He has been drinking from the nice bottle. He is now feeling very nice. Don't you want to feel as nice as he does? You can feel very nice too if you drink some of the nice . . .

**YOUNG GRANDDAD**  
**100% NICE WHISKEY**

SCHOOLWIDE DISTRIBUTORS CORP NEW YORK CITY



## Why kids like the roominess of Wide-Space driving

A wider car gives kids more room to run around in. And the new Pontiac is the widest car on the market today. It's so wide you can play Johnny On A Pony, Hop Scotch or even Hide and Seek RIGHT IN THE BACK SEAT! So get after Daddy to trade in the old family car for the wide new Pontiac and start having fun when he takes you out for a ride.

IN THE NEW WIDE PONTIAC YOU CAN EVEN PLAY A FULL GAME OF BASEBALL.

**PONTIAC** THE ONLY CAR KIDS CAN PLAY IN

**A CRACKED FEATURETTE**

# *The Discovery of America*

**THIS PICTURE SHOWS HOW YOU THINK IT WAS . . .**



**NOW TURN PAGE AND SEE . . .**



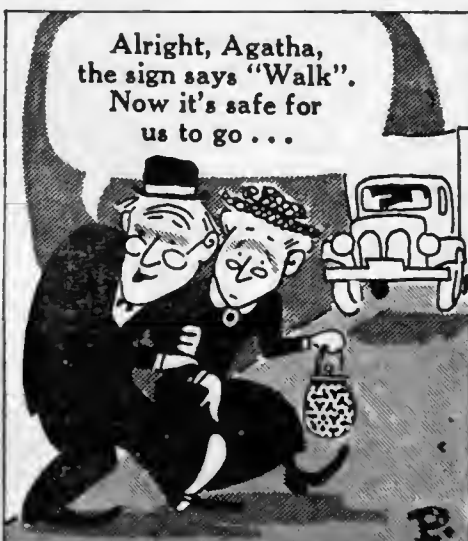
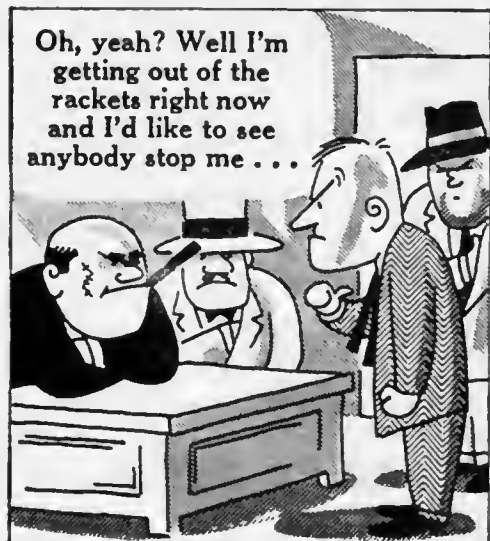
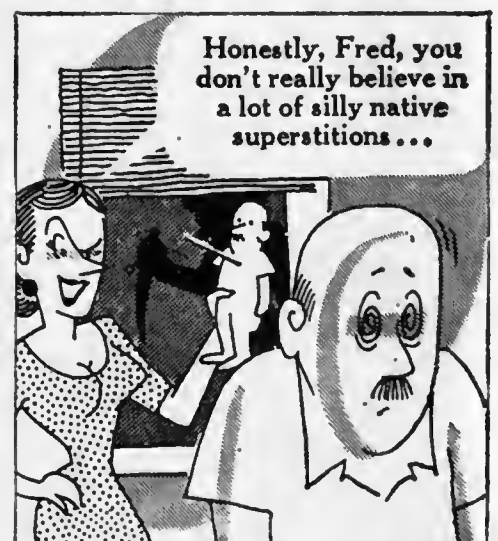
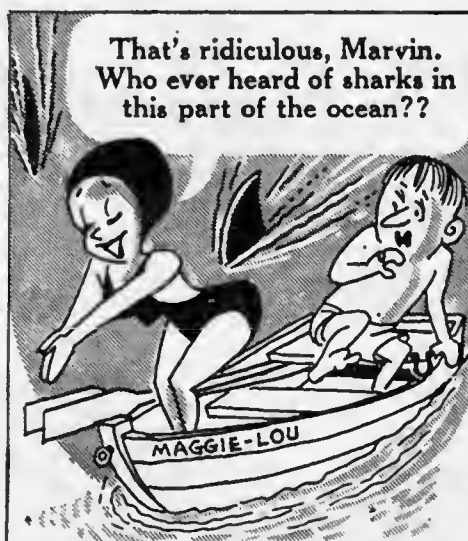
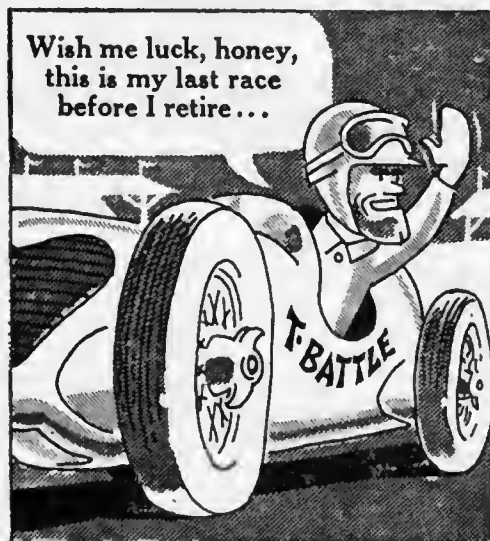
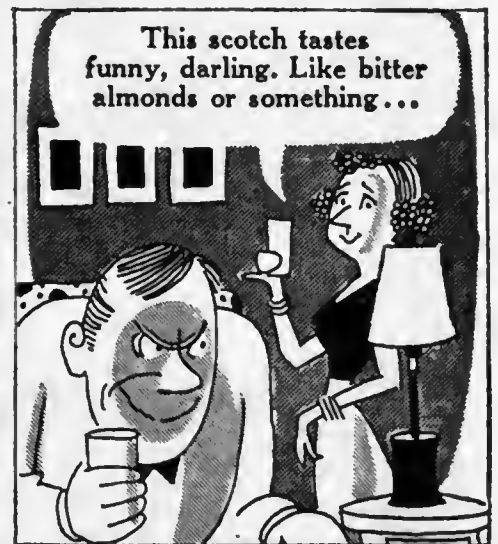
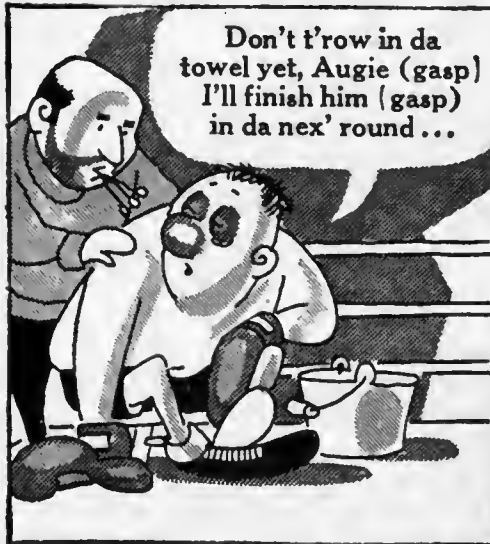
# HOW IT REALLY WAS



"Dig the one in the crazy pony-tail!"



# WHEN IT ALL ENDED



Ever stop to think of how today's newspapers might have handled yesterday's big events, if there

# HISTORICAL

## Custer Mob Rubbed Out Near Little Big Horn

BUTTE, MONTANA, JUNE 19, (DSC)—What appears to have been an organized gang killing was revealed late today, when the bodies of George "Captain" Custer and his men were found slain up near the south side of the Little Big Horn river. There were no eye-witnesses to the massacre, but it is believed to be the work of a Sioux gang recruited from Chicago and Kansas City. Violence has broken out before between the two mobs over control of the area. Big Sitting Bull, head Sioux boss, has repeatedly claimed that Custer and his boys were moving in on their territory. In a fight over Custer's will, a comely 19-year-old brunette charges that

## MADMAN GOES BERSERK AT ELSINORE CASTLE

19 Killed As Hamlet Riots discovered

## Beatnik Artist Cuts Off Ear in Village

ARLES, FRANCE, FEB. 9, (ILL)—Vincent Van Gogh, 31, a local village painter, cut off his left ear today, in what his beatnik pals described as a "manifestation of bourgeois contempt." Police are working on the angle that the artist was a junkie, who sold his ear to a sadistic fetishist in order to get his money for drugs. Furthermore

## "Tea" Party Shocks Boston

BOSTON, MASS., DEC. 1, (QT) — Proper Bostonians were shocked out of their respectable wigs this morning, as news of last night's wild "tea" party swept over the area. Reports of orgiastic drinking and revelling off quiet Boston harbor are still in the air as a full investigation is underway. "It's an outrage," shouted Agatha Witherspoon, head of a local PTA, after hearing that many teenagers were involved. "that

## 10° Below at Valley Forge; No Relief

VALLEY FORGE, DEC. 21, (BRR) — Vacationers are urged to stay away from this area, as a cold wave from the Eastern seaboard

## ROMEO AND JULIET SLAIN IN SECRET LOVE TRYST

Teenage Couple In Suicide Pact

were tabloids back in the days of history. They probably would have looked something like these

# HEADLINES

## Rome Fire Bug Sought

### Heavy Property Damage Seen

ROME, NOV. 9, (LXC)—All known arsonists are being grilled today in an all-out police dragnet following last night's big fire, believed to be the work of a psychopath. Emperor Nero was unavailable for comment.

ARLES, FRANCE, FEB. 9, (in what  
ILL)—Vincent Van Gogh  
village

## Cortez Charged With 750G Aztec Heist

### "Not Insured" wails Montzuma

MEXICO CITY, OCT. 24, (OLE)—In another daring broad-daylight robbery, a band of armed Spanish hoods broke into the swank Aztec Castle yesterday, killing the watchmen, and grabbing over half a million dollars in jewelry and gold bars.

The gang, led by "Little Hernie" Cortez, who is wanted in Madrid and Barcelona on alleged narcotic violations, made their getaway on stolen black horses, after a wild 80-mile-an-hour chase through crowded downtown Tiajuana.

Aztec police are rounding up all known fences after an anonymous tip revealed that part of the loot had already turned up as far north as Kansas City.

Meanwhile, back at the Castle

### Not Insured

appears to  
revealed late  
Custer and

## HUNCHBACKED BELL-RINGER FLEES WITH BLONDE, 18

### Police Search For Quasimodo

JAMES  
—A b  
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saved  
from

## "I Love Him" "I Love Him," Sobs Pocahontas

JAMESTOWN, DEC. 9, (VA)  
—A beautiful 17-year-old  
redskin teenager, known in  
Jamestown circles as "Po-  
cchontas," broke down to-  
day as she told how she  
saved her married lover  
from an angry mob about  
to kill him.

As a local hatchet man  
was about to rub out the  
middle-aged Casanova, who  
gave his name as "John  
Smith," the attractive  
pony-tailed teenager rush-  
ed to his rescue.

Still in a state of shock,  
the comely lass was given  
sedatives and confined to  
her tent under doctor's  
care. She did manage to  
deny any immediate mar-  
riage plans, saying that  
they were just "very good  
friends."

Thru her interpreter, it  
was also learned that

## MARC ANTONY STIRS MOB TO VIOLENCE

### Caesar OK He Wails

## Before Seeks Charge

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Chicago and Kansas Sloux boss, has repeatedly  
ity. Violence has broken claimed that Custer and his

## Julius Caesar Mugged as Gang Flees

ROME, MARCH 15, (XV)—In a new outbreak of violence on Rome's West Side today, Julius Caesar, 59-year-old Army bigwig, was fatally stabbed to death by an unidentified gang of hoodlums wielding switchblade knives.

His bloody, mangled body, with 27 knife wounds, was found on the steps of the Senate Building, in the heart of the old Latin district. An old beggar is being sought for questioning, following a tip that he had words with the deceased the day before the killing.

All police leaves have been canceled in an around-the-clock search for the muggers, believed by some, to be part of a neighborhood teen-age gang.

When informed of her husband's murder, Calpurnia Caesar, his shapely young wife, cried, "I told him he shouldn't go out today. Julie, I told him stay home

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## Nathan Hale Nabbed As Spy; Pleads 5th Brass See Speedy Indictment

NEW YORK CITY, APR. 15, (TS)—In a routine roundup of undesirables today, Nathan Hale, 21, who gave his occupation as "teacher", was arrested after police found 18 ounces of secret plans stashed in his boot. Authorities say he is only a fall guy and are still looking for Mr. Big.

Taken to the county jail for questioning, the husky, good-looking Hale clammed up and pleaded the Fifth Amendment. This came as a surprise to all, especially after it was found out that the Fifth hadn't even been

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## From Death

fitting, taffeta dress, as she swore that ...

## Socrates Bail Denied by Grand Jury

### To Testify Before House Tomorrow

ATHENS, GREECE, SEPT. 24, (BC)—A packed Athenian courtroom today, cheered a verdict denying bail for Socrates, 69-year-old migrant worker, accused of left-wing activities. He was arraigned and hauled into custody at the City Jail on charges of subversion.

Protests have already poured in from heads of the North Spartan Anti-Defamation League. His estranged wife, attractive blonde Xanippe, was unavailable for comment.

When asked if he was a Communist, the aging prisoner replied, "Let me put it this way ...

## GOLIATH 8-5 FAVORITE IN BOUT WITH DAVID Two Rounds Say Local Books

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## Burr Slays Hamilton in Gun Duel

NEW YORK CITY, OCT. 12 (VP)—The beautiful blonde wife of a cabinet minister may figure in the secret gun battle here last night, in which Aaron Burr shot and killed his jealous rival, Alex Hamilton, as terrified witnesses stood helplessly by.

Police are working on this lead after an anonymous

## FAGIN EXPOSED IN TEENAGE VICE RING Vicious Shakedown Racket Bared

Communi-  
oner, replied, "Let me  
it this way ...

## Confesses Hacking Down Cherry Tree

"I Did It And I'm  
Glad" Boasts Youth

BRIDGES CREEK, OCT. 30.  
(VA)—George Washington,  
14, son of prominent Vir-  
ginia socialites, pleaded  
guilty late yesterday, in the  
destruction of a nearby  
cherry tree. The boy broke  
down under repeated ques-  
tioning, and was later re-  
leased in the custody of his  
parents.

The incident is just an-  
other in a series of recent  
teenage vandalism, terrify-  
ing this quiet community.  
An outraged CCC Commit-  
tee has already

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## Anne Boleyn Mate Charges Adultery; Seeks Separation

Held Secret Love  
Trysts: Henry 8

LONDON, MARCH 13.  
(VIII)—Henry the Eighth,  
fun-loving playboy King,  
sought a speedy separation  
from his shapely blonde  
third wife, Anne Boleyn,  
after telling a shocked  
court this afternoon, of se-  
cret love meetings between  
the one-time Palace cutie  
and a wealthy manufactur-  
er, whom he named as core-  
spondent.

Miss Boleyn wore a tight-  
fitting, taffeta dress,  
swore that ...

## Nabbed

NEW YORK

## SHYLOCK QUESTIONED IN SHAKEDOWN RACKET Victims in \$\$\$ Swindle

## Columbus Discovers America

SAN SALVADORE, OCT. 12,  
(END)—A new world was  
discovered late Tuesday by  
Christopher Columbus, an  
Italian explorer. The dis-  
covery will no doubt change  
the course of history.

## LIONS 27 CHRISTIANS 0

Crushing Victory  
Seen At Coliseum

ROME, NOV. 17, (CXL)—In  
a jammed-packed Coliseum  
today, cheering sports fans  
saw the mighty Lions de-  
vour the visiting Christians  
by a smashing 27-0 score.  
The Lions were in great  
form and entered the con-  
test as heavy favorites.  
During the last half, it  
looked like the Christians  
might rally when they were  
down on the Lion's five-  
yard line, but they were no  
match for the brilliant  
home team.

"Wait till next year!"  
wailed disappointed Chris-  
tian fans, as they

## JACK AND JILL FOUND DEAD ON HILL

Police Suspect  
Foul Play

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We received so many letters from people who filled in our Do-it-Yourself Captions a few issues back, that by popular demand we're giving you all another opportunity to write for Cracked. The page is full of famous people talking to each other. See if you can fill in what you think they're saying. Then send it on to Cracked so we can see if there are any literary geniuses among you readers with these . . .

# FAMOUS





# PEOPLE *DO-IT-YOURSELF* CAPTIONS



*Let's face it! Our children are growing up in a world of hip people. Today, the old-fashioned children's books are just too darn square and unsophisticated. What we need is to prepare our kids for the cool world of tomorrow. Also to prepare them to understand their teenage brothers and sisters. Mainly to prepare them to figure out crazy mixed-up articles like this version of ...*

# A CRACKED HIP PRIMER

## MY FIRST COOL READER

FOR THE YOUNG HIPSTER 2-6



BY PULA KINLAI

### LESSON 1

#### THE CAT



This is a cat.  
A cat is not a real cat.  
A cat is a man.  
A cat is a cool man.  
Cool, cool, cool.  
Cool is not cold.  
Cool is like hot.  
You are hot if you are cool.  
See what fun learning can be?  
See what a nice game this is?  
See how Mommy and Daddy can't speak English?

### LESSON 2

#### THE CHICK



This is a chick.  
See how it is not a chicken?  
It is a girl.  
It is a beat girl.  
Beat, beat, beat.  
She likes to get her kicks.  
She does not want to be kicked.  
Kicks mean good times.  
Kicks are fun.  
All cool people want kicks.  
Go tell Daddy that you want a kick.

### LESSON 3

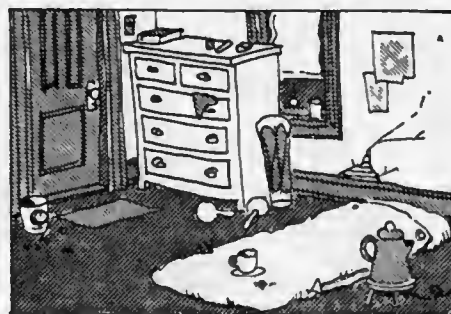
#### THE SQUARE



This is a square.  
 A square is also a man.  
 A square is not a cool man.  
 A square is a bad man.  
 Bad, bad, bad  
 He is married and has a family.  
 He works in an advertising office.  
 He belongs to a country club.  
 He has lots of money and a big house.  
 He has respectability and a future.  
 See what a square he is?  
 Now aren't you glad you're hip?

### LESSON 4

#### THE PAD



This is a pad.  
 You do not write in a pad.  
 A pad is a room.  
 It is a cool room.  
 It is a very cool room.  
 It is a cold-water-flat room.  
 Cats live here.  
 And chicks live here.  
 And mice and bugs and roaches live here.  
 Everything lives here.  
 Here, here, here.  
 Don't you want to live in a pad when you grow up?

### LESSON 5

#### THE SWING



See the people swing.  
 You do not swing in a playground.  
 You swing at a dance.  
 See how they go?  
 Go, go, go.  
 They are real crazy.  
 Crazy does not mean sick.  
 Crazy means well.  
 See how well they are?  
 See how crazy they are?  
 See how reading this could make you crazy?

### LESSON 6

#### THE COFFEE SHOP



This is a coffee shop.  
 Nobody drinks coffee here.  
 They all drink espresso.  
 Espresso is cool coffee.  
 Sometimes it is cold coffee.  
 Ech-h, ech-h, ech-h.  
 See the cool cats and chicks.  
 They are all individuals.  
 They do not conform.  
 They do not want to be like everybody else.  
 So they all grow beards.  
 And they all dress sloppy.  
 And they all try to look beat.  
 Now see how different they all are?



## LESSON 7

### THE BEATS



These are beats.  
Beats are not what policemen walk on.  
Mainly policemen walk on their feet.  
Beats are intellectual people.  
They search for the truth.  
They seek for their identities.  
They look for meaning.  
So they go to wild parties.  
And they drink at wild bars.  
And they travel to wild places.  
And they have a wild time.  
Wild, wild, wild.  
See how searching for the truth can be fun?

## LESSON 8

### THE HIP



See how intellectual they are?  
These are the hip.  
The hip is not part of a person.  
The hip is a whole person.  
Cool people are hip people.  
Hip, hip, hip.  
They like a lot of action.  
They like a lot of kicks.  
They like excitement and adventure.  
So they go to bars at night.  
And they sit around and wait.  
Wait, wait, wait  
See what fun and excitement hip people have?  
See what adventures they get into?

## LESSON 9

### THE FAR OUT



These people are far out.  
Out, out, out.  
This means that they are in.  
In, in, in.  
To be out is to be in.  
To be in is to be out.  
You are out if you are in.  
You are in if you are out.  
Don't you see now why they are in?  
Don't you see why they are great?  
Look how smart their language is!

## LESSON 10

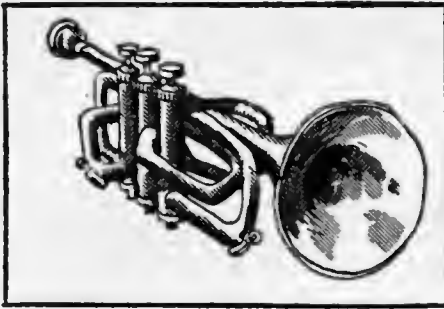
### THE BREAD



This is bread.  
You do not eat bread.  
You put bread in your wallet.  
Bread is money.  
Loot, loot, loot.  
This bread is a pound.  
It is not really a pound.  
It does not weigh a pound.  
A pound is five dollars.  
See what fun you can have?  
Ask Mommy to give you a pound of bread today.

## LESSON 11

### THE AX



This is an ax.  
 It is not really an ax.  
 You do not chop with it.  
 You put your chops on it.  
 It is a musical instrument.  
 You blow on it.  
 You use it to swing with.  
 To blow is to swing.  
 Cool cats swing.  
 All hip people swing.  
 Everybody should swing.  
 Go tell Daddy you'd like to see him swing.

## LESSON 12

### THE SCENE



This is the scene.  
 It is not in a play.  
 It is in real life.  
 A scene is where real people go.  
 A scene is where gone people go.  
 Gone, gone, gone.  
 They want to withdraw from society.  
 They want to do away with responsibility.  
 They don't want to get into the rat race.  
 So they go to cafes every night.  
 And they rush like mad to get there early.  
 And they knock everybody over to get a good seat.  
 See how nice they avoid the rat race?

## LESSON 13

### THE SHADES



See the nice shades.  
 You do not put shades on your window.  
 You put them on your nose.  
 Shades are glasses.  
 They are sun-glasses.  
 Intellectuals wear them.  
 They are the smart people.  
 They never go out in the sun.  
 They wear shades in darkly-lit rooms.  
 It is a mark of distinction.  
 It allows them to express themselves.  
 It is a way of telling who they are.  
 When they wear shades you can't see their face.  
 Don't you want to express yourself that way?

## LESSON 14

### THE END



This is the end.  
 It is not really the end.  
 It is really the beginning.  
 It is the beginning of the end.  
 But like this time it is the end.  
 Now we must split.  
 Split, split, split.  
 To split is not to crack up.  
 To split is to cut out.  
 To cut out is not to tear paper.  
 To cut out is to go.  
 To go is not to run away.  
 To go is to stay with it.  
 See how your mind should stay with it?  
 See how these lessons will make your mind split. 31

# IF WOMEN DID MEN'S JOBS



Look around you! Today they got women doctors, women lawyers—even women Indian chiefs! It seems they got women doing all sorts of jobs once held only by men. If this keeps up it won't be long before the gals start moving into all men's fields, and we see the consequences of what might happen if . . .

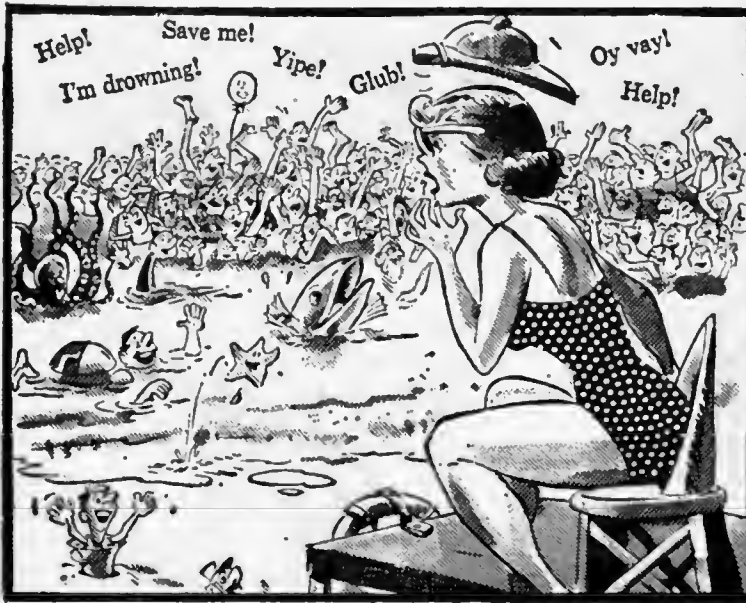


**WOMEN BARBERS**



**WOMEN TRUCKDRIVERS**





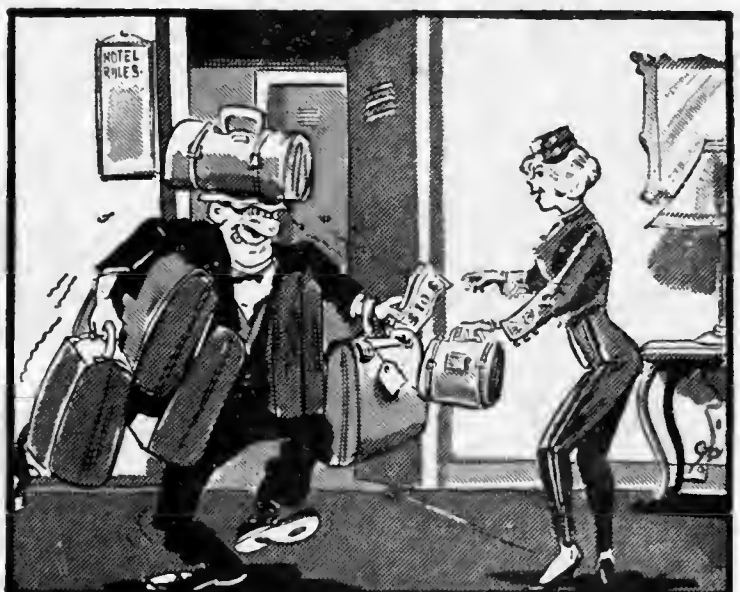
**WOMEN LIFEGUARDS**



**WOMEN BALLPLAYERS**



**WOMEN DENTISTS**



**WOMEN BELLHOPS**



**TRAVELING SALESWOMEN**



**WOMEN MEN'S ROOM ATTENDANTS**

By the same token, the fact that women will take over men's jobs will mean that men will soon have to start looking for work in women's jobs—and this is our version of how it would look . . .



**MEN MANICURISTS**



**CIGARETTE GUYS**



**LOBBY SCRUBMEN**



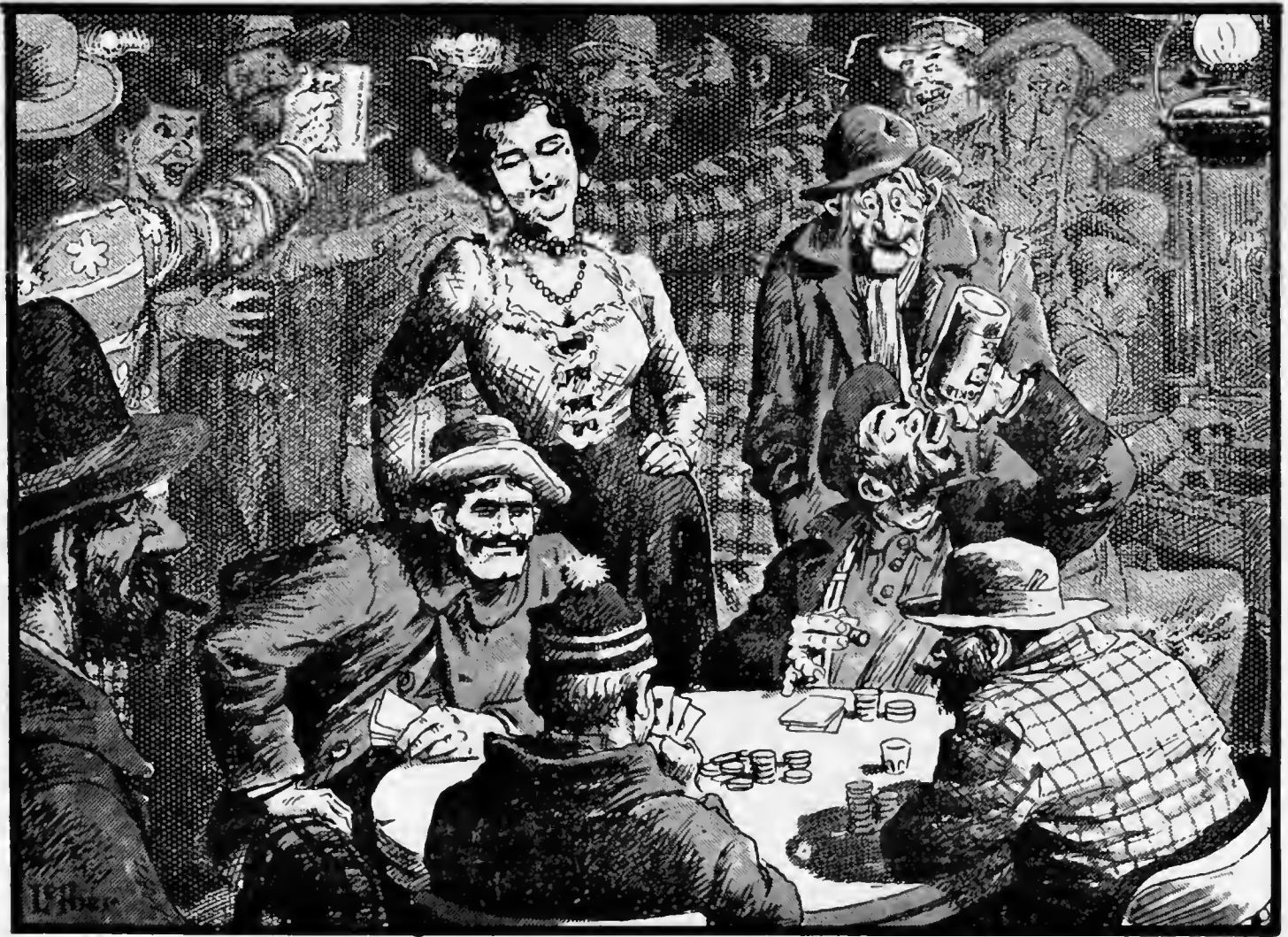
**MEN OF THE EVENING**



One of the most exciting poets of all time was Robert W. Service. He was the man who captured the Old Wild West with words instead of with guns. He was the man who

depicted the vibrant rhythm and colorful flavor of pioneer days. He was the man who would probably rise from his grave if he ever saw this illustrated Cracked version of

# THE SHOOTING OF DAN MCGREW



A bunch of the boys were whooping it up in the Malamute saloon;  
The kid that handles the music-box was hitting a jag-time tune;  
Back of the bar, in a solo game, sat Dangerous Dan McGrew,  
And watching his luck was his light-o'-love, the lady that's known as Lou.





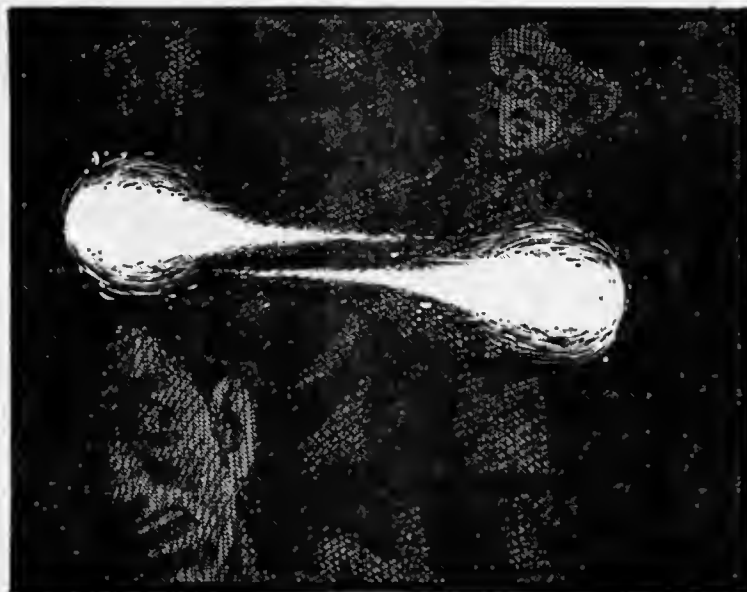
When out of the night, which was fifty below, and into the din and the glare,  
There stumbled a miner fresh from the creeks, dog-dirty, and loaded for bear.  
He looked like a man with a foot in the grave and scarcely the strength of a louse,  
Yet he tilted a poke of dust on the bar, and he called for drinks for the house.  
There was none could place the stranger's face, we searched ourselves for a clue;  
But we drank his health, and the last to drink was Dangerous Dan McGrew.



There's men that somehow just grip your eyes,  
And hold them hard like a spell;  
And such was he, and he looked to me  
Like a man who had lived in hell;  
With a face most hair, and the dreary stare  
Of dog whose day is done,  
As he watered the green stuff in his glass,  
And the drops fell one by one.  
Then I got to figgering who he was,  
And wondering what he'd do,  
And I turned my head and there watching him  
Was the lady that's known as Lou.



His eyes went rubbering round the room,  
And he seemed in a kind of a daze,  
Till at last that old piano fell  
In the way of his wandering gaze.  
The rag-time kid was having a drink;  
There was no one else on the stool,  
So the stranger stumbles across the room,  
And flops down there like a fool.  
In a buckskin shirt that was glazed with dirt  
He sat, and I saw him sway;  
Then he clutched the keys with his talon hands—  
My God! but that man could play.



Then his lips went in in a kind of grin,  
And he spoke, and his voice was calm,  
And "Boys," says he, "you don't know me,  
And none of you care a darn;  
But I want to state, and my words are straight,  
And I'll bet my poke they're true,  
That one of you is a hound of hell—  
And that one is Dan McGrew."

Then I ducked my head and the lights went out,  
And two guns blazed in the dark,  
And a woman screamed and the lights went up,  
And two men lay stiff and stark.  
Pitched on his head and pumped full of lead,  
Was Dangerous Dan McGrew,  
While the man from the creeks lay clutched to the breast  
Of the lady that's known as Lou.

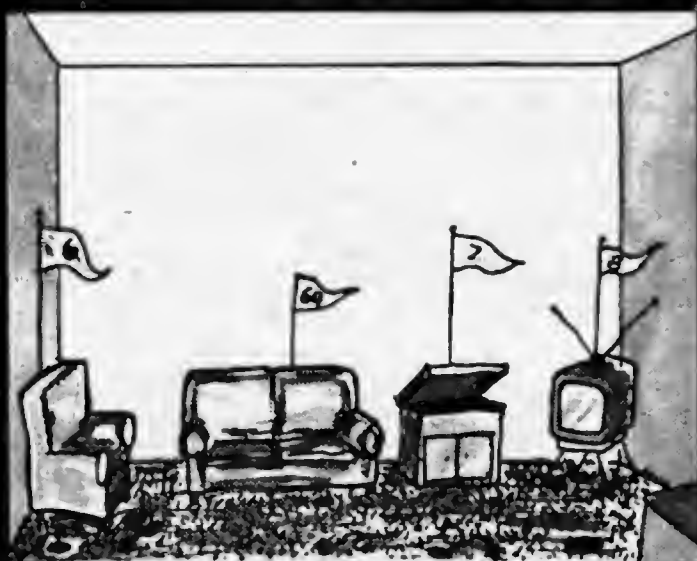


These are the simple facts of the case, and I guess I ought to know.  
They say that the stranger was crazed with "hooch", and I'm not denying it's so.  
I'm not so wise as the lawyer guys, but strictly between us two—  
The woman that kissed him and pinched his poke—was the lady known as Lou.

FINIS

The trouble with most homes is that they all look alike. There's no individuality. We feel that a person's home should reflect his position in the world. Now there's not much you can do to make the outside of your house distinctive, but inside—a man's home can really be his castle if he follows Cracked's ideas on . . .

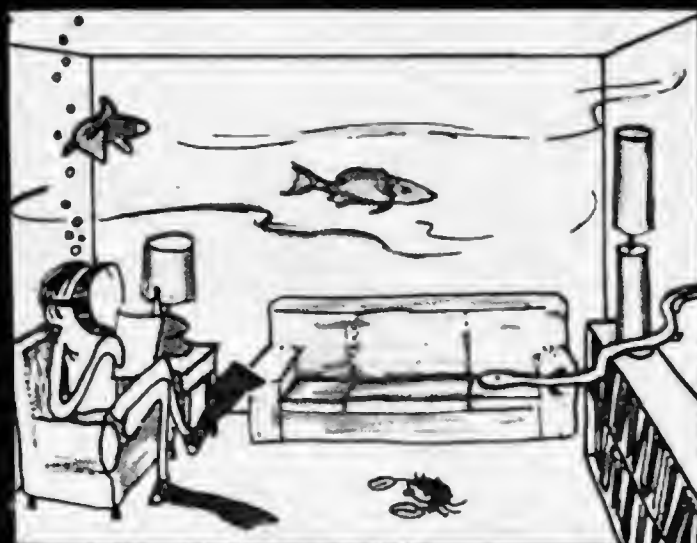
# INTERIOR



**GOLFERS**



**PSYCHIATRISTS**



**SKIN DIVERS**



**ACTORS**



# DECORATING

**TO FIT  
YOUR JOB**



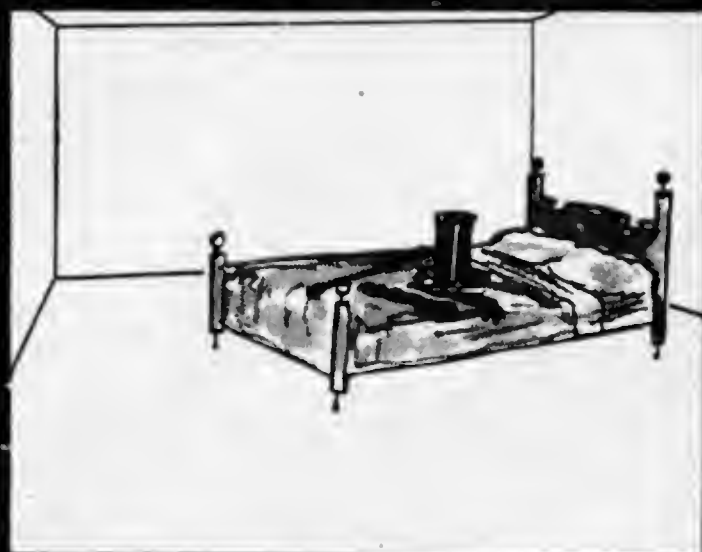
**EX-CONVICTS**



**BARBERS**



**SEWER WORKERS**



**GIGOLOS**



Hamlet



King  
Lear



Othello



Romeo



Juliet



Ophelia



Macbeth



Laertes

*A recent college poll placed Shakespeare at the top and Cracked at the bottom of the literary preferences of America's students. This started us wondering about what might have happened if Shakespeare himself had read Cracked. We can just picture the effect it would have had on the Bard, and imagine he would have expressed it thru his most famous character. So like . . .*

## HAMLET'S SOLILOQUY IF SHAKESPEARE HAD READ CRACKED

To buy Cracked, or not to buy Cracked;  
That is the question:  
Whether 'tis better for the mind to suffer  
The stench and nausea of outrageous articles,  
Or to take action against this sea of trash,  
And by not buying Cracked, end it,  
To read Cracked; to weep-evermore;  
And by reading Cracked to say we begin  
The headache and the thousand unnatural shocks  
That Cracked is up to; 'tis a catastrophe  
Devoutly to be avoided; To read Cracked, to weep;  
To weep; perchance to laugh; Ugh! There's the rub;  
For in that mixed-up book what laughs do come,  
When we have shuffled thru those stupid pages,  
Must make us sick. There's the consequence  
That makes a calamity out of reading it;  
For who would bear the vulgar lack of taste,  
The printer's errors, the Jack Davis comedy,  
The pangs of John Severin, the Harry Chester layouts,  
The incompetence of Bob Sproul, and the writing  
That even patient readers get disgusted with,  
When he himself might end it all  
With a canceled subscription?  
Who would Laikin bear,  
Who edits the stuff in a ridiculous way,  
But that the dread of reading Cracked's competitors,  
Those idiotic imitations from whose pages  
No reader understands, puzzles us all,  
And makes us rather put up with all of Cracked's ills  
Than go to others that we comprehend not of?  
Thus competition does make cowards of us all,  
And thus our resolutions to stop buying Cracked  
Get all snafued and we keep it up  
While other magazines of great taste and distinction  
Because of this they suffer  
And we get intellectual stagnation.



Richard  
III



Kinlai

A CRACKED FEATURETTE

# The Sailing of the Vikings

THIS PICTURE SHOWS HOW YOU THINK IT WAS . . .



NOW TURN PAGE AND SEE . . .



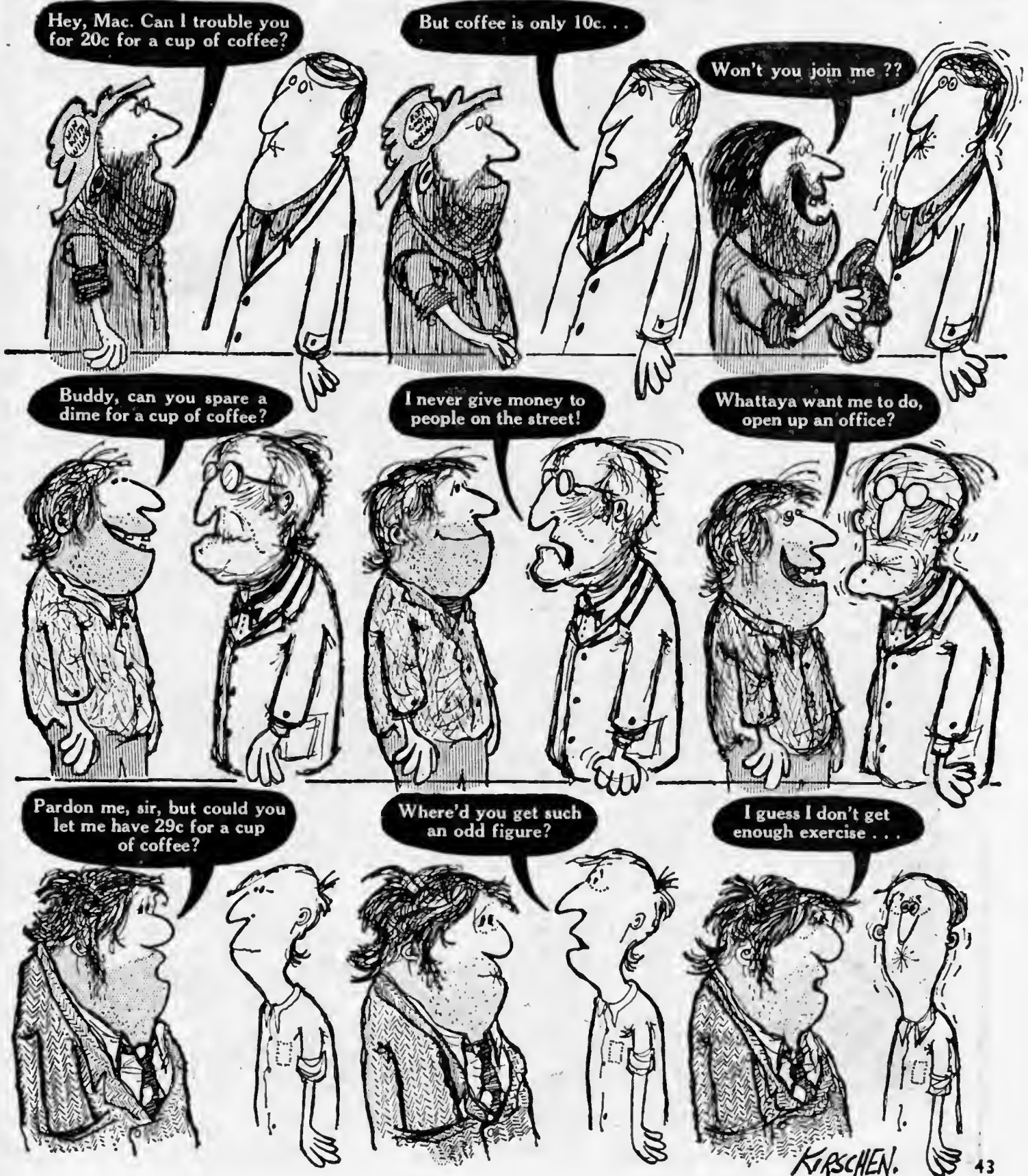
# HOW IT REALLY WAS



These Four-year enlistments are for the birds!

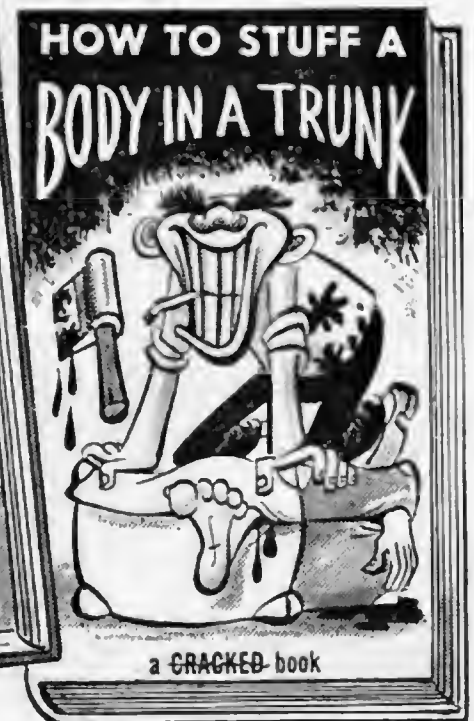
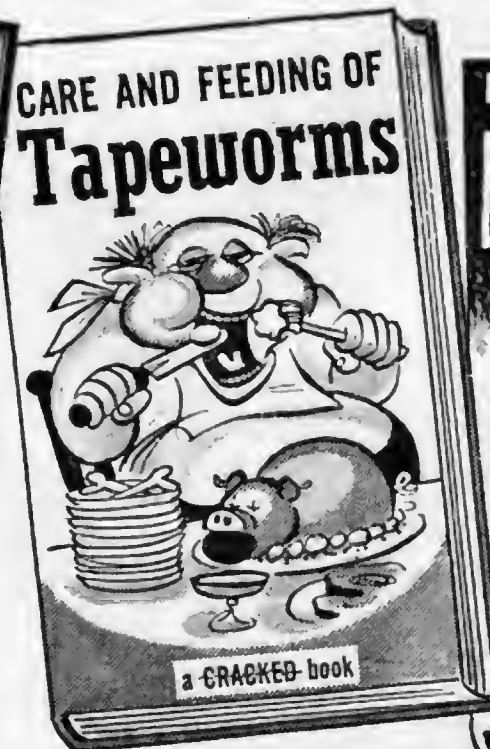
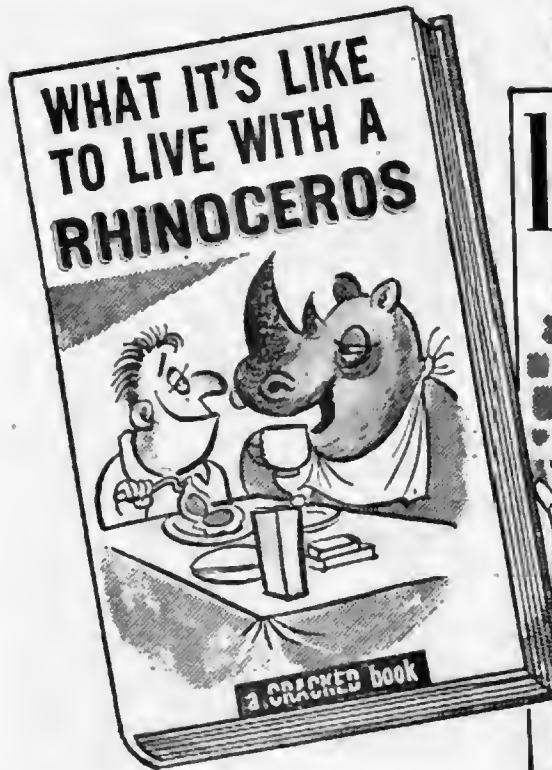
# •stories of the month•

\*\*\*\*\* (THE PANHANDLER) \*\*\*\*\*



No Kidding! Honest-to-goodness! If you think WE'RE cracked, you should see what we came across recently while browsing through our favorite bookstore. The whole world must be cracked, judging from the way everybody is buying up these crazy mixed-up

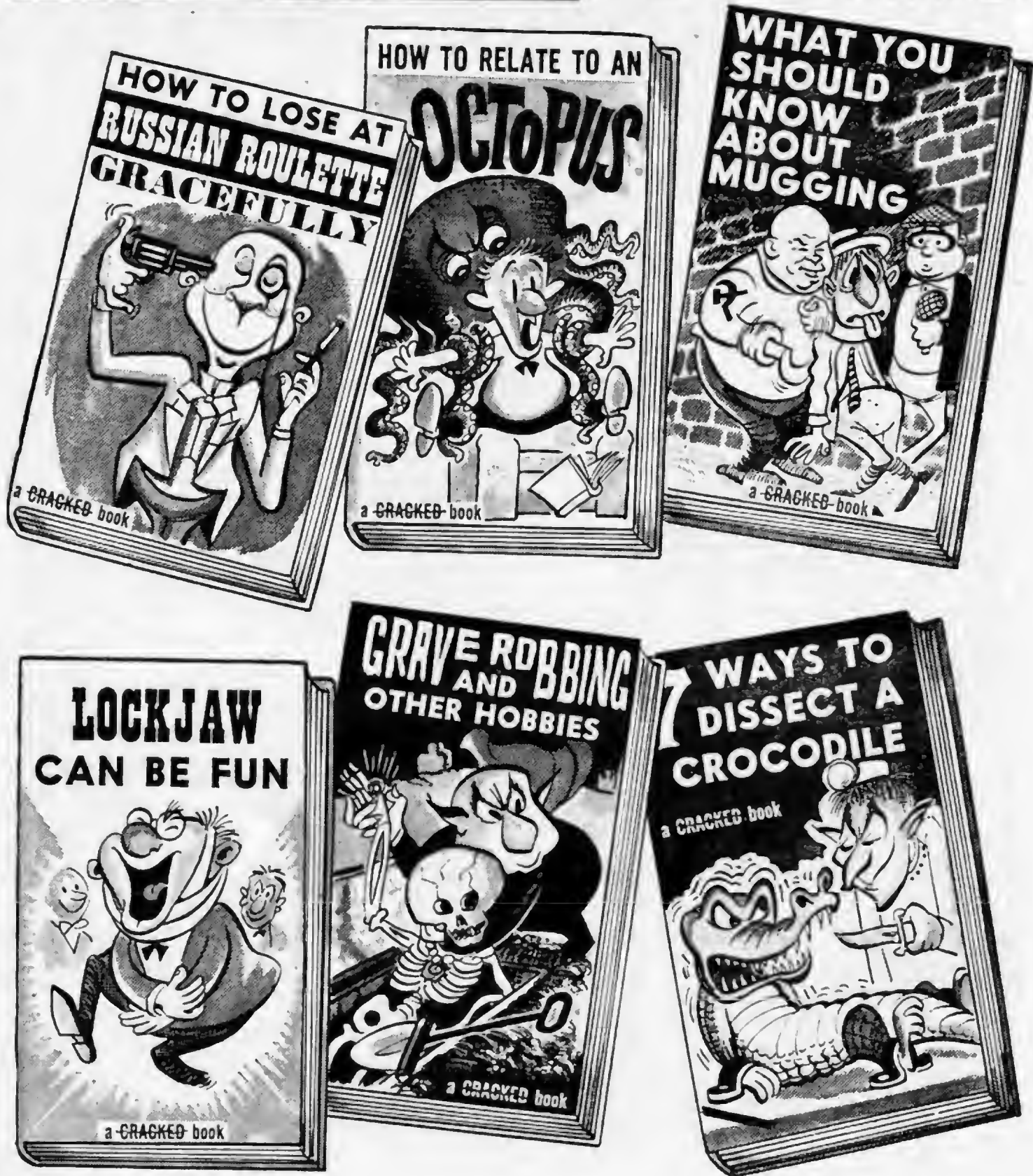
# REAL

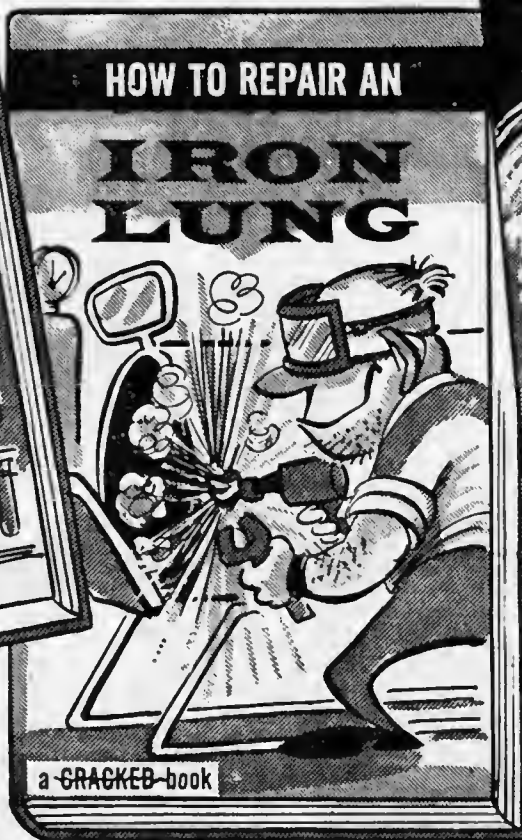




# CRACKED

# BOOKS





As everybody knows, Jack Parr is at war with the Press. And like the Press is also at war with Jack Parr. It's gotten to be a whole big hassle, with a lot of name-calling on both sides. But knowing what Jack is really like, namely how unpredictable he is, we predict that one of these days he's gonna bury the hatchet. We only hope he doesn't bury it in Walter Winchell's head! All seriousness aside, it figures that everybody will soon make up because Jack is an insecure guy and needs to have peace; also because Jack is a sensitive guy and needs to have love; mainly because Jack is an ambitious guy and needs to have publicity. So like here is Cracked's version of how it might turn out when...



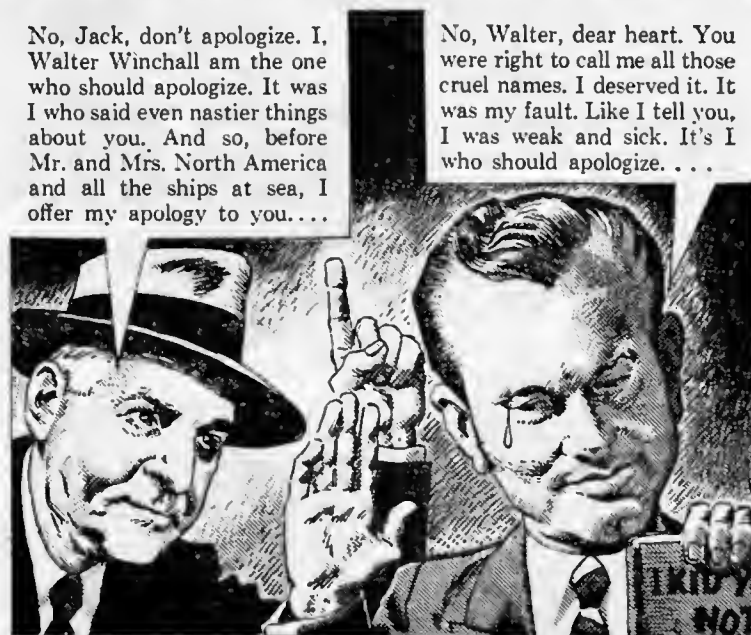
# JACK PARR

## MAKES UP WITH THE PRESS



...and now, dear hearts (sniff), you all know that I've been carrying on a feud (sniff) with certain members of the Press. Well, the situation has gotten a little (sniff) out of hand. And so tonight in full view of our millions of viewers (sniff) and because you are my people (sniff), I'm going to make up with the Press right here on our (sniff) stage. Since my great humility (sniff) does not permit me to hold a grudge for too long, I've invited the columnists (sniff) with whom I've had my biggest fights, to come on this show and before you all (sniff) I will publicly apologize to them. I want a clean slate with the Press (sniff) and start even again. Now, at last, you will all get your chance to see what Jack Parr (sniff) is really like. You will finally see what a sweet, lovable, kind, generous and modest guy I really am. I kid you not, dear hearts. So friends, let's now welcome (sniff) WALTER WINCHALL, DOROTHY KILGALLAN and LEE MORTIMAR...





Really, however, I should be the one to apologize since it was I who caused Jack to become upset when I said he had no talent. I'm the instigator. I apologize....

But I called him worse than that. I attacked his very personality. I caused it all. I apologize....

Look! I don't want to pull rank but I'm the leading journalist here. My opinion carries more weight. I hurt him much deeper. I apologize....

You keep outta this!

Yeah! Whattaya mean YOUR show! If it weren't for Dody Goodman...

Take away Charlie Weaver and where are you???

I think (sniff) I'm going (sniff) to cry (sniff) (sniff)...



But it's MY show! These are MY people! I INSIST! I APOLOGIZE!



OUT! OUT! GET OUTTA HERE!!! GO PEDDLE YOUR PAPERS ELSEWHERE!!!

JOHN →

If that's the way you feel about it—GOODBYE!!!



Wait'll he reads my column in the morning!!!

\$320 for a lousy show like this!!!



Go be nice (sniff). Go be a dear heart (sniff). Go be humble (sniff) see what you get (sniff) I got a good mind (sniff) to walk off this show again (sniff) and I might very well (sniff) but first...

OUTHOUSE →

Yeah, Jack! We're with you, Jack!



... Friends, are your nerves all shot? Does every little thing upset you? Are you overly grouchy? If so, here is news of an exciting new product...

LATRIN →

NOSKULL

BUY GETTYSBURG NOW. OR ITS BYE, BYE! GETTYSBURG LATER.

APRIL 16<sup>TH</sup> JOCKEY SHORTS DAY





# HORROR HOUSE

REAL AD

SCARE YOUR FRIENDS, SCARE YOUR ENEMIES, SCARE YOU.

SEND FOR YOUR FAVORITE HORROR ITEMS.



## HORRIBLE HANDS

\$3.00

A right and left. It's made of rubber and looks realistic. Become sociable and shake hands with everyone. Results are startling. Just make sure you can run.

only \$3.00 per pair.



\$3.00

DO YOUR FRIENDS CALL YOU UGLY?

WEREWOLF  
Gruesome to behold.



\$2.00

## SHRUNKEN HEAD

Looks absolutely real. Tell your friends you picked it up on your last safari. Give it a nickname and take it with you wherever you go. Lots of fun with this one.

only \$2.00 ea.



## BLACK WIDOW SPIDER

A real horror. But what fun! Some people will say, "What a sense of humor." Some people will say, "I'm gonna punch him right in the nose." But it's well worth it.

only \$1.00 ea.

\$1.00



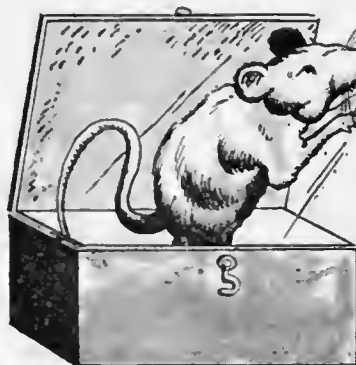
\$3.00

## FRANKENSTEIN'S MONSTER

Horrible to behold.

PLUS THESE OTHER HORROR HOUSE MASKS:

WITCH, MAN-FROM-MARS, MONSTERS-FROM-MERCURY, VAMPIRE, HORRIBLE-MONSTER, SKULL, GORILLA. only \$3.00 ea.



## RAT IN THE BOX

Open the box, and the rat jumps out. Makes for a lot of screaming and

screaming. Be a snake in the grass, order a **RAT IN THE BOX** only \$1.00 ea.

\$1.00

I am enclosing \$\_\_\_\_\_ for the items checked belows

HORROR HOUSE 218 W. 48th St. N.Y.C.

### RUBBER MASKS

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> BLACK WIDOW SPIDER | <input type="checkbox"/> WEREWOLF               | <input type="checkbox"/> MAN-FROM-MARS        |
| <input type="checkbox"/> HORRIBLE HANDS     | <input type="checkbox"/> DEVIL                  | <input type="checkbox"/> MONSTER-FROM-MERCURY |
| <input type="checkbox"/> SHRUNKEN HEAD      | <input type="checkbox"/> FRANKENSTEIN'S MONSTER | <input type="checkbox"/> VAMPIRE              |
| <input type="checkbox"/> RAT IN BOX         | <input type="checkbox"/> ZOMBIE                 | <input type="checkbox"/> HORRIBLE-MONSTER     |
|   | <input type="checkbox"/> WITCH                  | <input type="checkbox"/> SKULL                |
|   | <input type="checkbox"/> GORILLA                |   |

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_





Known as the "Peaceloser,"  
this is the authentic Cold that  
kept us from winning the West

\$125.00  
complete with six notches  
(trigger additional)

SEVERIN

**You haven't really killed anyone . . .  
until you've used one of our guns! !!**

## THE COLD SINGLE ACTION ARMY

Calibers: .45 Cold, .38 Hot, .22 Lukewarm, 98.6 Normal

This world infamous Cold has been manufactured without a change in design or parts in over 80 years. That's because nobody at the Company has any desire to improve it. It's just like it was back in the Old Wild West days. This is the same gun used by Billy the Kid, Wyatt Earp, Johnny Ringo and Wild Bill Hickock—which is quite a trick considering they all lived in different parts of the country at the time. Now highly cherished as a collector's item, the Cold .45 is ideal for use in target shooting, small game hunting, liquor store holdups, etc. One look at this gun is

enough to frighten anyone into submission! The Cold .45 also makes for a fine house decoration, trophy room accessory, or Christmas present. Delight the one you love the most by giving them a Cold for their birthday. And just think how surprised your friends will be when you pull this wonderful gun from your pocket! So don't delay. Order yours today. Start practicing the fast draw. Mainly the fast draw from your bank account to pay for the gun!

**MONEY BACK IF NOT SATISFIED**  
(you have to bring gun to collect)

**COLD**



### THE FASTEST GUN IN THE WEST

(Put together with more glue than any other weapon)

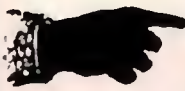

Write for free booklet, "YOU'LL STAY HEALTHY  
—WHEN YOU HAVE A COLD!"

**COLD'S POTENT FIRE ARMS MANUFACTURING COMPANY, INC.**  
HARDFORT 15, CONNECTICUT

Hey, gang! Get a picture of yourself and paste it on this poster. Then fill in your name and cut the whole thing out. Now you too can feel " WANTED " again.

★ ★ ★ **NOTICE!** ★ ★ ★

**REWARD**

 **\$1000.00** 

**DEAD  
ALIVE  
OR  
BOTH**

PASTE  
YOUR  
PICTURE  
HERE

**WILL BE  
PAID  
IN  
FULL**

FOR INFORMATION LEADING TO THE CAPTURE OF

 WANTED FOR MURDER, ARMED ROBBERY, TREASON, FIBBING AND READING CRACKED. 

Age—102 (looks younger); Height—2'8" (looks taller); Weight—422 lbs. (looks terrible); Complexion and Build —vary; Eyes—one black, one blue; Hair—uncombed; Teeth—Look, Ma, no cavities! Scars and Marks—slight scar running from left ear to back of right kneecap.



CAUTION This man has been known to become violent when upset. (Please do not show him a copy of Cracked)



IF FOUND—NOTIFY YOUR NEAREST MENTAL INSTITUTION.

SYLVESTER P. SMYTHE County Sheriff